

## Vendor Feature - Godfather Films

Twenty-three year IEPPV member John Goolsby is a Wedding Video Hall of Fame member who started his filmmaking career in 1986. He has gone on to film in 18 different states and ten countries. Goolsby is the recipient of the Prova Award for the Best Wedding Video in the United States three years in a row and has been voted one of the Top 25 Videographers in the World.

Goolsby claims his best professional move was joining IEPP where he learned valuable information about sales, marketing, composition, technique and how to run a business. He also made some life-long friendships.

Goolsby went on to become president in 1993-1994, shortly after the group changed its name to IEPPV. He is often introduced as the "V" in "IEPPV".

Thanks to connections he made through IEPPV, he has presented over 200 seminars and workshops internationally. He has presented twice at Show Biz Expo and Wedding MBA, three times at WPPI and Pro Photo EXPO, five times at PPA and 19 years in a row at Wedding and Event Video Expo.

Goolsby also served as PPC President in 1997-98 and on Convention Committees for PPC, and PPA. He has taught at Winona, West Coast School and was a PPA Print Juror.

Professional designations include Master of Electronic Imaging, Photographic Craftsman, Certified Professional Videographer and Merited Professional Videographer. Goolsby thinks he may hold some sort of record by earning 22 PPA Merits in one month.

In 2002, Goolsby opened Fabulous Events, the Inland Empire's Event Planning Showroom, which is right next to a busy wedding dress store; The Wedding Land. Goolsby purchased the dress store, which he owned for five years. His video business went from 50 jobs a year to more than 200. He now employs

a full time staff of six with five full time edit bays.

He has filmed more than 2000 wedding movies and his corporate client list includes Mission Inn, South Coast Winery, Mobil Oil, Kaiser Permanente, U. S. Army, Abbott Labs and Watson Pharmaceuticals.



Goolsby's book, "The Business of Wedding & Special Event Videography" was named "Book of the Month" by Popular Photography and is required reading for those wanting to become a Merited Professional.

Networking has been a key to maintaining a healthy business and Goolsby has been active with many professional trade associations. He currently serves as the local President for the Association of Bridal Consultants, which has grown to be one of the largest groups in the country in just one year.

Cannon Video Productions was his company's original name but led to many misspellings of the name Cannon. This was a big problem once Googling became popular. Geographical domains such as RiversideVideo.com, RedlandsVideo.com and OrangeCountyVideo.com were used until WeddingVideo.com was acquired. Wanting to reach new horizons, he hired a publicist to rebrand his company. After the publicist learned that other video companies referred to Goolsby as "The Godfather of Video" they came up with the new name "Godfather Films". It seems to be working. Goolsby's web sites had 108,000 hits in January.



After 25 years in the business, Goolsby still thinks that preserving the memories of that one special day, time and place where everybody important to a couple have gathered to celebrate their marriage is the best job in the world.

Goolsby likes to say, "Our most treasured belongings are the memories of our life experiences"

Be sure to visit their website:  
[GodfatherFilms.com](http://GodfatherFilms.com)